

Message Text

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SUBJECT: PRELIMINARY INPUTS FOR COUNTRY COMMERCIAL PROGRAM FOR FY-78

REF: STATE 054879

EMBASSY PROPOSES FOLLOWING CAMPAIGN AND NON-CAMPAIGN ACTIVITIES

1. CAMPAIGN AND PRIORITY NO. 1. INCREASE U.S. SHARE OF MARKET FOR FOOD PROCESSING AND PACKAGING EQUIPMENT. FOOD PROCESSING IS THE FASTEST GROWING INDUSTRY IN THE PHILIPPINES. IMPORTS OF REQUIRED EQUIPMENT AVERAGE \$21 MILLION ANNUALLY IN 1972-1974.

2. CAMPAIGN AND PRIORITY NO. 2. CONTINUE DISPLAY PROGRAM OF U.S. BUSINESS CENTER. IN A COUNTRY WHERE U.S. TRADITIONAL SUPPLIER, MARKET POSITION AND FURTHER MARKET GROWTH ARE DEPENDENT ON WIDER EXPOSURE OF ESTABLISHED AND NEW PRODUCT LINES REPRESENTED BY RESIDENT AGENTS AND U.S. BRANCHES OR SUBSIDIARIES.

3. CAMPAIGN AND PRIORITY NO. 3. INCREASE U.S. SHARE OF MARKET FOR METALWORKING AND FINISHING EQUIPMENT. INDUSTRIALIZATION IS ADVANCING STEADILY IN THE PHILIPPINES, AND THERE IS TEADY DEMAND FOR METALWORKING AND FINISHING EQUIPMENT. IMPORTS ADVANCED FROM \$10.2 MILLION IN 1972 TO \$23.4 MILLION IN 1974.

4. CAMPAIGN AND PRIORITY NO. 4. INCREASE U.S. SHARE OF
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PROCUREMENT FOR MAJOR PROJECTS. UPDATE REPORTING,

INCLUDING SPECIFIC TRADE OPPORTUNITY REPORTING, ON PLANS FOR MAJOR PROJECTS IN ENERGY, MINING, BASIC INDUSTRIES, HEALTH CARE, WATER AND SEWAGE, ETC.

5. NON-CAMPAIGN AND PRIORITY NO. 5. PROTECT U.S. FIRMS AND EXPORTS AGAINST DISCRIMINATORY MEASURES. TWO CURRENT MAJOR PROBLEMS INVOLVE SHIPPING AND DISCRIMINATING TARIFFS AGAINST ACETATE TOW IMPORTS BY U.S. FIRMS.

6. NON-CAMPAIGN AND PRIORITY NO. 6. FACILITATE AND ASSIST U.S. CIVIL AIR OVERFLIGHT AND LANDING CLEARANCES IN ORDER TO PROMOTE U.S. CARRIAGE OF GOODS AND SERVICES. HISTORY OF BILATERAL CIVIL AVIATION IS ONE OF INNUMERABLE PROBLEMS REQUIRING EMBASSY ASSISTANCE AND GOOD OFFICES.

7. NON-CAMPAIGN AND PRIORITY NO. 7. IMPROVE AND STRENGTHEN RELATIONS BETWEEN AMCHAM AND THE GOP. PARTICIPATE IN MONTHLY AMCHAM BOARD MEETINGS AND ASSIST IN TRIPATITE MEETINGS WITH THE GOP.

8. NON-CAMPAIGN AND PRIORITY NO. 8. PROMOTE PHILIPPINE BUSINESS ATTENDANCE AT U.S. DOMESTIC TRADE SHOWS AS WELL AS THOSE AT THE U.S. REGIONAL TRADE CENTER IN SINGAPORE.

9. TOTAL RESOURCES UTILIZED (WORKDAYS) PER TABLE II(A). PROFESSIONALS: 350 FSO CAMPAIGN, 440 FSL CAMPAIGN, 850 FSO NON-CAMPAIGN, AND 960 FSL NON-CAMPAIGN, FOR 100 PERCENT. CLERICAL: 10 FSS CAMPGAIN, 90 FSL CAMPAIGN, 390 FSS NON-CAMPAIGN, 310 NON-CAMPAIGN, FOR 100 PERCENT. TOTAL RESOURCES AVAILABLE: 1,200 FSO, 1,400 FSL, 400 FSS/C AND 400 FSL/C. THIS INCLUDES TWO FSL PROFESSIONALS REQUESTED IN PAST TWO CCP'S.

10. TOTAL RESOURCES UTILIZED IN DOLLARS. \$1,200 TRAVEL, \$5,000 REPRESENTATION, \$1,000 PRINTING AND MAILING, AND \$8,000 OTHER (INCLUDING CONTRACT SERVICES AND LIBRARY PROCUREMENT).

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